



# Company profile

Trilan was established in 2000 as an internet marketing agency.

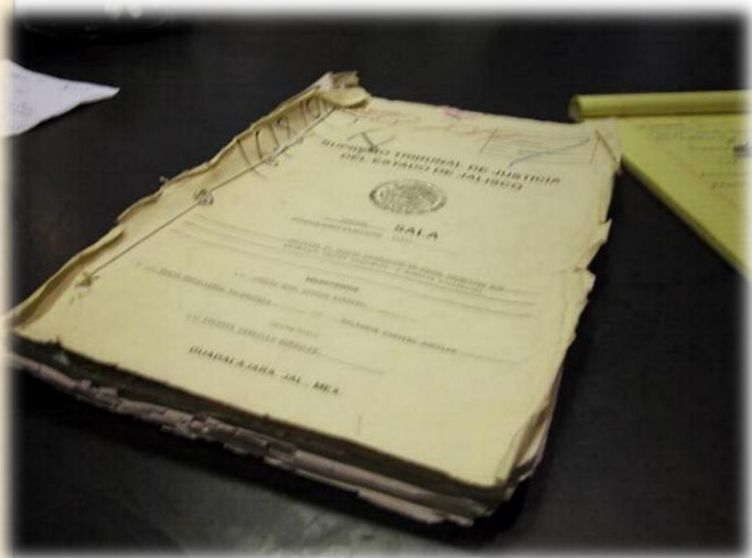
We have completed more than **1500 projects**.

We have branches in Russia, Ukraine, Montenegro, the USA and the United Kingdom.

Our consistent development helped us to become a full-cycle advertising agency.

## STAFF:

- As of today we have more than **100 employees**;
- Average age is **26 years old**;
- **All of our staff are highly qualified** and have achieved numerous awards and certifications;
- **Twice a year** every department increases its qualification by attending special courses.



# Our achievements



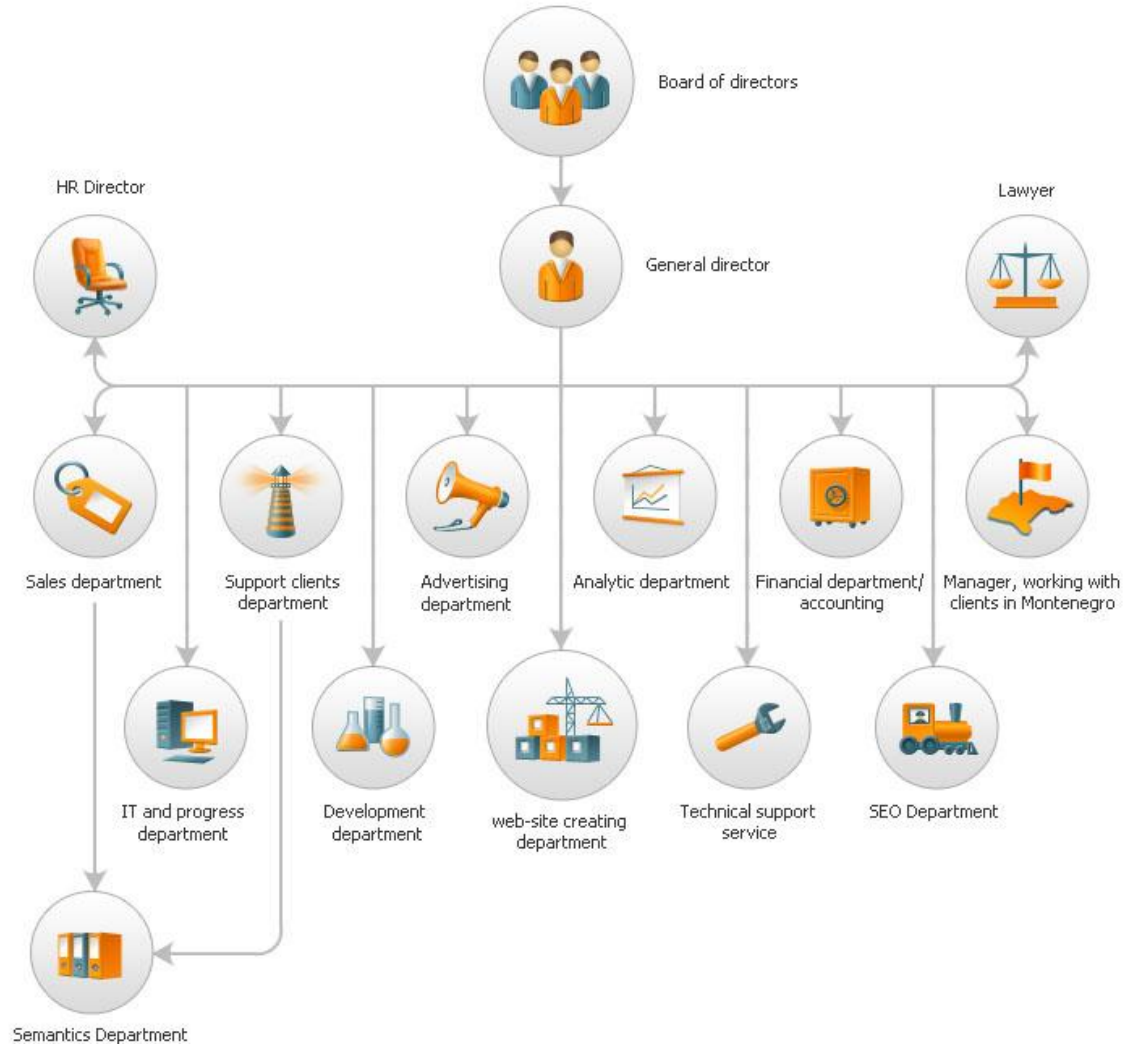
**High positions** in industry ratings (KtoProdvynul.ru, Rating Runeta, Tagline, and CMSmagazine).

A **significant position** in the market place.

The **Trust** of major companies (ForexClub, IKEA, Nestle, and Eldorado).

Recognized **authority** in SEO (Seopro.ru).

# Company structure



# Our approach

- Flexibility
- Creativity
- Custom instruments
- Individual approach
- Debugged business processes
- International standard of service **ISO 9001:2008**  
for products and services:
  - Context advertising
  - Website advertising
  - Search engine optimization
  - Creation of websites and internet applications



# Company values

**We believe in the importance** of partnership and teamwork: only in this way can we achieve outstanding solutions and the effective realization of conceived ideas.

**We are open** for our clients: understandable business-process, transparent pricing and ability to control the situation at every stage of the projects.

**We are free** from prejudices, and expect our clients to perceive our agency as a team and to be actively involved in the business-process.

# Innovative developments

## GYRLog – conversion tracking system

- Very **high accuracy** of tracking
- Working with website “rings”
- Flexible integration in any analytic system of the client (web services, API)
- Possibility to **determine ROI** as the main index of advertising effectiveness
- Possibility to analyze “**long**” advertising campaigns, “**deferred demand**” and **conversion “from first visit”**, etc.
- Production of any reports upon the request of the client
- Possibility to export RAW-statistics to third-party systems.



# Business goal realization plan

1. Selection of **tools**;
2. Selection of intermediate **goals and KPI**;
3. Tools effectiveness **forecast**;
4. Action plan and tool usage prioritization;
5. Analysis and correction of the action plan;
6. Action plan start-up;
7. Evaluation and analysis of results;
8. Reports and consultations on further progress.



# Achievements

**ForexClub have been working with Trilan for 5 years.**

## **Results achieved:**

- ✓ Stable increase of business-indexes;
- ✓ Reduction of CPA;
- ✓ High ROI index.



## **Business Target:**

Trilan provides ForexClub with the analysis of conversion tracking in 6 steps:

1. Virtual conversions (demo-accounts, etc).
2. Real conversions (real account registration).
3. Offline/online increasing of deposits.
4. Coupon activations and registration by partner's campaigns.
5. Deferred demand analysis.
6. ROI calculation

Using the obtained results we can correctly build marketing communications strategy.



**Target:** Increase traffic and conversion for the website *www.003.ru*, creation of a positive information area and ROI calculation for advertising campaign.

**Achievements:** the conversion was increased by 10% while the cost of the advertising campaign was reduced by 30%, higher positions in search engines, daily attendance more than 5000 hits.



**Target:** increase brand awareness in search engines.

**Ongoing work:** Optimization and support of website [mymegacard.ru](http://mymegacard.ru)

Project completion date: September 2011



RUSAL

**Target:** Increase wholesales in the regions.

**Ongoing work:** Creation of website on Rusal foil production;  
Context advertisement.

Project completion date: December 2011



Search engine optimization for the website of products for kids

*[www.nestlebaby.ru](http://www.nestlebaby.ru)*

**Target:** Take a significant share of the baby food market place.

Project completion date: spring 2012



**ROSATOM**

**Target:** To create a convenient tool for the exchange of information between specialists in this area.

**Ongoing work:** Creation of international forum for nuclear providers “ATOMEKS 2011”.

Project completion date: September 2011



# Bazalt

*The company is subjected to the Russian Technology State Corporation. Bazalt is the main organization in Russia for the creation of all kinds of unguided airbombs, mortar rounds with mines for various purposes of all types and sizes, antitank and anti-sabotage grenade launchers, offensive and defensive hand grenades and various non-lethal ammunitions.*

Target: create corporate website

Project completion date: February 2011



**Yauza Motors** – *chain of multibrand auto technical center for post warranty service and repair of foreign vehicles.*

Target: increase conversion by 15%.

Ongoing work: search engine optimization, context and media advertisement and usability enhancement.

Presented by  trilan.ru

**GAGGENAU**

**BOSCH**



**SIEMENS**